

OVERSEAS PRESS CLUB BULLETIN

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Bushinsky Urges Better Coverage

Veteran correspondent *Jay Bushinsky* has called on the Overseas Press Club and its members to support greater use of "foreign correspondence" by U.S. media. Bushinsky, a correspondent for *The Chicago Sun-Times* and Tel Aviv bureau chief for Westinghouse Broadcasting's Group W stations, deplors the decline — at least in relation to circulation — in the number of Americans serving as correspondents overseas.

Speaking at a recent OPC Shop Talk, Bushinsky said, "What happened in Iran is probably the best example of what happens when a major international problem is not properly covered by American correspondents who are concerned with the issues, the values and the consequences that would obtain for the U.S."

"If I went into detail about how Iran was covered during the year preceding the fall of the Shah, you would agree that we did not have a chance for advance warning," he added.

Noting that foreign correspondence is a check on the diplomacy of a democratic country, Bushinsky said that the U.S. "is the only country in the world, really, in which public opinion has an affect on foreign policy," But, he added, this can only happen properly if the public is given the information necessary to make reasoned decisions.

The qualifications of a foreign correspondent are important considerations, Bushinsky said, and these should include the language of the country to which he or she is assigned.

Claiming that reports from Moscow are not all as authoritative as they may seem, Bushinsky charged that very often correspondents in the Soviet Union just don't know enough about Russia and how the Russian culture and mind functions. One of the reasons: "the number of foreign correspondents in Moscow who actually know the Russian language is very, very small," he said.

Turning to the Middle East, Bu-

(Continued on page 2)

Up-and-Coming

The Event:

If a special tour of the Bronx Botanical Garden, a box supper with wine at tables under the trees in Native Plant Garden, music under the stars by the New York Philharmonic Orchestra under the direction of Zubin Mehta with special reserved seats for OPCers and their guests sounds like a dream, then here's the dream come true.

The Time:

Thursday, August 16, at 6 p.m.

The Details:

The evening will begin at the Enid Haupt Conservatory, New York Botanical Garden, at 6:02 p.m. for a one-hour guided tour of the Conservatory, followed by box supper and concert. There will also be a cash bar.

How To Get There:

The 5:40 train from Grand Central Station, Harlem Division of Conrail, arrives at the Conservatory at 6:02, a 3-minute walk away. Price is \$1.90 to go, \$1.45 return.

Later trains leave Grand Central at 6:11 p.m. and 6:45 p.m. Too late for the tour, but time for a drink and dinner. Last train back leaves at 10:25.

By Subway:

Take the D train, IND line, to Bedford Park Blvd. stop. Trip takes ½ hour from midtown, with a 10-minute walk to the Conservatory. Also, #4 train of the IRT Lexington Avenue line goes to Bedford Park Blvd. station.

By Car:

Take Bruckner Blvd. to Bronx River Parkway, exit at Allerton Avenue, and follow signs to the Botanical Garden entrance on Southern Blvd. Parking is free.

Reservations are mandatory and must be made no later than August 13. Checks must be received by the OPC in advance of the event. RSVP to Mary Novick (679-9650). She will send you more detailed transportation upon request.

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Board Approves Membership Plan

Implementation of a proposal by OPC President *Henry Gellermann* at the Board of Directors February 27 meeting (*Bulletin* March 15) for a drive to attract new members was voted on and approved at the Board's meeting Tuesday, June 27.

In compliance with Gellermann's request, OPC board member *Harry Rand* presented an ambitious program calling for mailing between 5,000 and 15,000 invitations to join the Club, addressed to individuals whose names were to be obtained from available media and public relations sources. These letters, mechanically processed by an outside organization, were to be accompanied by an illustrated booklet describing the Club's facilities and services.

In his remarks to the board, Rand predicted a return based on mailing industry statistics of about 3% or better, and expressed the opinion that such a program was essential to assure the Club's financial fitness, based on the present rate of attrition of about 120 members per year. This campaign would be prepared over the next two months and would call for an expenditure of maximum \$9,000 for a 15,000 mailing.

Discussion of the project was opened by *Ken Giniger*, who expressed the opinion that the Club should attempt to regain its atmosphere of intimacy and fraternal companionship rather than large numbers of people. Giniger stated that, as a member of several clubs in this country and abroad, such an objective can best be attained by careful and selective recruiting. Similar objections to the program were voiced by *Rosalind Massow*, *Alfred Balk*, *Anita Diamant Berke* and other board members.

Gellermann thanked Mr. Rand for his thorough and helpful effort but stated that, "while we both agree on the need for a membership drive, our approach, concept and philosophy are heading in opposite directions."

He said the Club is in better finan-

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Members Celebrate at New Clubhouse



OPC'ers at open-house party June 26 at new club.

— Communications Photo

OPEN-HOUSE PARTY

If you missed the Open House party June 26 that celebrated the move of the Overseas Press Club to our new location at 52 East 41st Street you missed a good thing. It was the largest, noisiest, most convivial event seen at the OPC for all too long a time. The lounge of the Chemists' Club was filled to bursting with high-spirited OPCers and guests in a mood to celebrate our new quarters, and celebrate they did.

In addition to the beverage bar that was nearly overwhelmed at times, appetites were appeased by generous servings of hot hors d'oeuvres, a gift of the Chemists' Club.

Piano music supplied by Bill Hamilton provided an appropriate setting for the evening's festive mood. Hamilton is a student at the New York School of Music and a fine jazz musician.

Helen Lund and her enthusiastic Hospitality Committee get the credit for an enjoyable evening. OPC president Henry Gellermann said it was the best party the OPC has ever had.

— Rosalind Moore

Bushinsky (Continued from page 1)

Bushinsky said he is optimistic about the Egyptian-Israeli agreement. However, he cautioned that the problems of the area are far from solved — "there are a lot of very loose ends."

Americans, he continued, have trouble understanding that the Middle East has been one of the world's most disorganized areas since the beginning of time. "The only time the area enjoyed any quiet was when it was under the control and authority of only one power — whether it was the Roman Empire, or the Ottoman Empire, or even the British Empire," he said.

Bushinsky credited Henry Kissinger with having made a permanent contribution to the Middle East peace-making process. "He introduced the principle of dynamism, of tackling the problem head-on, of bringing the parties face-to-face... of shuttling between them, and of arriving at a final agreement as he did on at least two occasions."

Kissinger broke down many barriers in the Arab world, Bushinsky said — one of them being a barrier against dealing with Jews, even non-Israeli Jews. "They (the Arabs) no longer refuse to give us visas." — Ralph Leviton

Tribune, Stars and Stripes, Institutional Investor, and other media.

The board approved the formation of a committee to study the Club's constitution with a view of establishing a single class membership, a subject which has been on the minds of many members. The committee is headed by Gloria Zukerman.

Board Meeting (Continued from page 1)

cial condition today than in prior years and membership dues should no longer be the sole base for the Club's survival. More important, he felt, is the rebuilding of the Club's image as a press club — an image which in recent years suffered impairment. Furthermore, he said, membership recruitment should be a year-round activity — not a giant drive every few years — and should be the task of a committee composed of members of the media.

Our rate of attrition, according to Gellermann, is acceptable and, as in any other club, attributable to relocations, retirements, deaths and sometimes dissatisfaction. Our new drive, he said, should be personalized with the help of our members — and should not be a mass matter, and not follow Madison Avenue standards of cost-per-thousand or mail-order statistics of acceptable returns. It should add names to our membership that will do justice to Articles II and III which say: "to bring together men and women whose past and present activities in the service of American journalism here and abroad have given them mutual interests."

"This drive should rebuild our position as a meaningful platform of public opinion, a force on behalf of freedom of the press, and a position of impor-

tance in the industry. A mass approach would be counterproductive to the image we are trying to correct," he concluded. In rejecting the mass approach, the board asked Mr. Rand to come back with a reduced proposal with emphasis on selectivity, quality, and individual contact.

Other highlights of the meeting:

Gellermann reported that a lawsuit against the OPC by Realty Hotels for \$248,000 is being settled for \$10,000, payable over 12 months.

Our former sub-tenant, City Club, will be sued for non-payment of \$1,600 due for food consumed at their functions, he reported.

At a meeting with Chemists Club officials, the question of luncheon, dinner and other prices and fees were discussed to bring them in line with acceptable capabilities of OPC members.

The Treasurer's Report (Anita Diamant Berke) showed a pronounced decline in the Club's indebtedness and an overall improved financial picture. Profit from the annual dinner is about \$10,000 and an amount of \$15,000 held in escrow by our former landlord, the Biltmore, is expected to be returned to our Treasury.

The annual award dinner received coverage from the *New York Times*, *Daily News*, AP, UPI, NBC, Reuters, *L. A. Times*, *Miami Herald*, *Chicago*

LETTERS

To the Editor:

The announced OPC move into the Chemists' Club brought a rush of memories of the time we moved into that most charming of all OPC properties, the brownstone on 39th Street.

I was a member of the committee to find new quarters. We dutifully trudged from building to building in mid-town Manhattan, responding to real estate ads, tips from members, etc. Weeks of search produced nothing.

Finally, one evening, sitting over drinks in the club quarters in the old Times Tower, and lamenting our lack of progress, I expressed my conviction that what we needed was the sympathetic guidance of a real estate operator who would appreciate the chance to ease his way into heavenly favor by being kind to the news media. I volunteered to get in touch with John Price Bell, PR man for William Zeckendorf.

John and I worked together on the *Worcester (Mass.) Telegram*. He was sympathetic but realistic, and said something like: "Zeckendorf will be glad to help. But his interest will be in direct ratio to the importance of the people you get together to ask his help. If you can come up with an impressive enough list of names, I will arrange for him to invite you all to lunch in his private dining room above his office to discuss your problem in finding an appropriate home for the Overseas Press Club."

I recruited marquee names that obviously dazzled Zeckendorf, because the invitation to lunch was prompt: *John Charles Daly, Bob Considine, Pat Hartwell, Ben Grauer, Ed Murrow, Louie Lochner, Bill Chaplin, Jules Frantz.*

The lunch was notable, not only for the food and wine, but also for the overseas calls for Mr. Zeckendorf. Three or four, as I recall, and not from Paris or London, but exotic places like Johannesburg. The butler would bend over Zeckendorf and whisper, "Sir, your Crete call."

Mr. Z would excuse himself, beg us to continue our lunch and our conversation, and pick up the phone. The dialogue was consistent: no, he wouldn't entertain any offer less than 18 million (or whatever)...if he can have assurances that the prime minister himself is interested, he'll think about it...he'll be glad to present the problem to Mr. Rockefeller but he must be honest and say he will advise him to turn it down...

In spite of Zeckendorf's importuning us to continue talking, his calls did, of course, paralyze any other conversation, and during one call, Murrow

idly picked a wine bottle to read the label. Mr. Zeckendorf noticed, quickly put his hand over the telephone mouthpiece and stage-whispered, "Please try that wine, Mr. Murrow, I think you'll find it amusing."

But the lunch and the showmanship were only a sidelight. The bottom line was that at the end of the luncheon meeting, Mr. Z expressed his interest in the OPC, informed us he would assign one of his experts to find us a place, would ask (the now renowned) Mr. Pei to advise us in the matter of any necessary changes we might want when we found our building, and he would also put one of his lawyers at our disposal. And all at no charge to the OPC.

And that's how we came to take over that little pearl of a building.

— Joe Dine

(Editor's note: does any member wish to write the sequel to this story — how we came to give away our little pearl?)

To the Editor:

I was happy to read *Grace Naismith's* fine report on the many OPC members invited by Dr. Gene M. Gressley to contribute their papers, letters, photos, books and published features to the University of Wyoming's Archives of Contemporary Journalism. His letter of invitation to me many months ago led off with the names of Shana Alexander, Clifton Fadiman and Jim Kilgallen. I'm glad to see from Grace's excellent roundup the dozens of us from the OPC who have also responded to his invitation.

Chiefly to remember what I'd sent, I made a rather lengthy list of all my published material, some dating back to the early 60's when gerontology and geriatrics were almost unknown words.

Dr. Gressley expressed delight to receive such a full listing — clearly it saves considerable clerical labor by his staff — I commend this procedure to all of us.

— Helen Alpert

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Price:

\$8 for each member and guest, inclusive of transportation, payable in advance.

Chemists' Club and Democratic Club members are invited.

In case of rain, there will be no concert, but rain or shine, the outing will be held and dinner will be served.

Note:

Sketching and photography are permitted, but flash attachments, tripods and easels are not allowed without a special permit. This can be obtained in advance from the Public Relations Dept., The New York Botanical Garden,

NEW MEMBERS

Active Resident

Salome Conzen

Associate Resident

M. N. Chatterjee

Kathryn Dickson

Michael L. Friedman

Carl H. Hoffman

Daniel G. Johnson

Charlotte C. Klein

Harvey Ames Lasky

Norman Monath

Margaret Pennar

Associate Non-Resident

James R. Dorris

Thomas W. Phillips

David E. Meineke

FOR SALE

New York Business Press Editors, an association of 145 members from some 70 industries, is offering its 1978 Directory at a clearance price of \$10 a copy. To get yours, mail check to NYBPE, P.O. Box 5771, Grand Central Station, New York 10017.

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OPC BULLETIN

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John Guenther, Chairman and Editor; Helen Alpert, George Burns, Blythe Foote Finke, Thomas J. Kraner, Rosalind Moore, Grace Naismith.

Who, What, Where

By GRACE NAISMITH

NEW LOOK: **Helen Lund**, who has been specializing in the retirement and pre-retirement field for nearly 15 years, has launched a new project — Retirement Information Guidelines, 135 Montgomery Street, Jersey City, N.J. 07302. The program is directed primarily for corporations and unions.

HONORS: **Stanley P. Silbey**, deputy, public affairs, U.S. Command, Berlin, has been awarded the Department of the Army Civilian Meritorious Service Medal, the second highest award the department can give to a U.S. civilian. It was presented at Heidelberg by the U.S. Army Commander-in-Chief/Europe, retiring General George Blanchard... **Ted Baron** of Baron/O'Brien Communications has been elected president of the New York Chapter of the Public Relations Society of America... **Barney G. Cameron**, formerly president and business manager of *The Pittsburgh Press*, recently retired, has been inducted into the Newspaperboy Hall of Fame by the International Circulation Managers Association, Reston, Va.

Wad Allen (Howard) received a touching salute from the famed 80-year-old composer, Hoagy Carmichael, during the recent Newport Jazz Festival at Carnegie Hall. Allen wrote "Stardust" when he was a saxophonist and violinist in the original Hoagy Carmichael "Collegians" Jazz Band at Indiana University. At the Hoagy Carmichael Jubilee at Carnegie Hall, Carmichael sighted Wad in the audience and asked that stage lights be turned on his friend. Next day the two went off to the race track... **Wilma Dobie**, OPC jazz club chairman, was assigned by the Washington, D.C. publication, *Radio Free Jazz*, to cover the distaff side of the Newport Jazz Festival, given by the Universal Jazz Coalition and its Salute to Women in Jazz. She also served with **Jane Jarvis** on a four-hour workshop panel, "The Business of Music."

RETIRED: **Ed Kolsby**, international art editor of *The Reader's Digest*, where he has been for nearly 25 years, has taken early retirement... **Russell F. Anderson**, senior vice president of McGraw-Hill Publications Company, retired July 31 after 34 years with McGraw-Hill. He will continue as a consultant for Nikkei/McGraw-Hill from his residence in Essex, Conn.

MARRIED: **Whitman Bassow**, executive director of the Center for International Environment Information, married

Mary Elizabeth Clifford, an assistant managing editor of Facts on File, a reference publication. Bassow was formerly a reporter for CBS News and United Press International.

BOOKS: **Jack O'Dwyer** has published his first hardcover book — "O'Dwyer's Directory of Public Relations Executives." More than 1,200 corporate executives and nearly 1,000 agency executives are listed. The J.R. O'Dwyer Co. is at 271 Madison Avenue. It also publishes a weekly newsletter. An item: "the most popular college major for executives was journalism, taken by 30%."

AUGUST ART SHOW

The August photographic exhibit at the OPC will be "The Last of the Fishing Schooner Races", a pictorial essay commemorating the race of the *Bluenose* and the *Gertrude L. Thebaud* out of Boston in October 1938.

It's the work of **Barrett Gallagher**, co-chairman of the OPC Exhibit Committee with **Charles Rotkin** and **Herb Silverman**. This is how it was back then — so stop and look on your next visit to the Club.

The magazine will be "logical and crafted," an "act of passion." They promise no quick journalism, lots of print specials similar to the Hallmark *Hall of Fame* style, business stories, humor, service information and ethics.

The new *Esquire* is a "men's magazine," the first to recognize men as people as so many women's magazines have been doing a long time for women, Moffitt said. "But we expect a lot of women readers and we think they will like it."

— *Blythe Foote Finke*

'ESQUIRE' EDITOR DISCUSSES FUTURE

Because they thought it was time "for a mountain to climb," the "terrible twins", editor Phillip Moffitt and publisher Christopher Whittle, have taken over *Esquire* with good humor and confidence.

Moffitt told an OPC *Shop Talk* July 17 that they are "very tough" as editor and publisher, but plan to make full use of the magazine's existing staff to assure the tradition that the "book" goes on.

The youngest national stars in today's publishing world managed in April 1979 to tie their 13-30 Corporation, based in Tennessee, to the Swedish publishing corporation Bonnier to help finance their acquisition of *Esquire*. Moffitt called it a "50-50" union, a "true marriage."

Larry Stessin, *Shop Talk* chairman, paid tribute to Moffitt for having nerve to appear before the capacity OPC audience "which drips with nostalgia and sentiment for the old *Esquire*." With wit and good taste, Mr. Moffitt responded to the challenge. He described how he and his "terrible twin", as they have been nicknamed since building 13-30 from nothing, produced 60 versions of their college magazine that reflected lifestyles at major campuses across the nation. They lost half a million dollars in the process but he said the editorial gain was worth it.

"We are very tough editors and publishers," Moffitt explained. "We have developed a new style of writing and art and become very good at it." Editing to them means the highest standards. They come to *Esquire* as "disciplined editors."

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